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CLAIM OR CLAIMS

WHAT IS CLAIMED IS:

1. An Internet-based directory information system for providing toll free telephone numbers and other company information, comprising:

5 a database of information from companies who use media advertising and who also use toll free telephone numbers;

a first Internet web site configured with a first graphic user interface so that a company visiting the first web site may enter information relating to advertising and products or services of the company, including a toll free telephone number, and also may enter other company information;

a first data network through which the information entered at the first web site is transmitted to the database;

a second Internet web site configured with a second graphic user interface so that a visitor to the second web site may frame a search request for a toll free telephone number or the other company information based on information taken from advertising for a product or service; and

a second data network through which the search request is transmitted to the database and the toll free number and other company information subsequently is transmitted to the second web site.

20 2. The Internet-based directory information system of claim 1, where the database is further configured and arranged to correlate the toll free telephone number and other company information to information relating to an advertising media format, an advertising date, an

identity of advertising publications, an approximate air time, an airing station, and a geographic location of advertising of products or services by the company.

3. The Internet-based directory information system of claim 2, where the advertising media format is one or more of television, radio, newspapers, periodicals, bus placards, subway placards, and billboards.

4. The Internet-based directory information system of claim 1, where the first graphic user interface at the first web site is further configured to allow a company to enter company information, namely, a company name, company address, company toll free telephone number, a description of the company's products or services, information relating to promotional or other offers tied to the products or services, address of the company's Internet web site, a hyperlink to the company's Internet web site, and access to a switchboard of telephone operators able to take orders for the products or services; and advertising information, namely, advertising media format, date of advertising for the products or services, approximate air time of advertising, names of publication showing the advertising, airing stations, and geographic location of the advertising, for transmittal via the first data network to and inclusion in the database.

5. The Internet-based directory system of claim 1, where the second graphic user interface at the second web site is further configured to allow a user to frame a search request for a toll free telephone number and other company information or information about a product or service, by entering a media format of an advertisement, a date of the advertisement, and a

geographic location where the advertisement was observed.

6. The Internet-based directory system of claim 5, where the second graphic user interface at the second web site is further configured to allow a user to frame a search request by entering an air time of an advertisement and an airing station of the advertisement.

5 7. The Internet-based directory system of claim 5, where the second graphic user interface is further configured to allow a user to frame a search request by entering a name of a publication showing the advertisement.

10 8. The Internet-based directory system of claim 5, where the second graphic user interface is further configured to allow the user to frame a narrower search request for a toll free telephone number or other information about a company or a product or service, by also entering one or more of the following: company name, nature of the product or service, and whether the product or service is tied to a promotional or other offer.

15 9. A telephone-based directory information system for providing toll free telephone numbers and other company information, comprising:

a database of information from companies who use media advertising and who also use toll free telephone numbers;

an Internet web site configured with a graphic user interface so that a company visiting the web site may enter information relating to advertising and products or services of the company, including a toll free telephone number and may also enter other

company information;

5 a first data network through which the information entered at the web site is transmitted to the database;

a telephone-based directory service configured with a voice/button caller interface so that a caller to the telephone-based directory service may frame a search request for a toll free telephone number or other company information based on information taken from advertising for a product or service; and

a second data network through which the search request is transmitted to the database and the toll free number and other company information subsequently is transmitted to the telephone-based directory service.

10. The telephone-based directory information system of claim 9, where the database is further configured and arranged to correlate the toll free telephone number and other company information to information relating to an advertising media format, an air date, an approximate air time, a publication name, an airing station, and a geographic location of advertising of products or services by the company.

11. The telephone-based directory information system of claim 10, where the advertising media format is one or more of television, radio, newspapers, periodicals, bus placards, subway placards, and billboards.

12. The telephone-based directory information system of claim 9, where the graphic user interface at the web site is further configured to allow a company to enter company

information, namely, a company name, company address, company toll free telephone number, a description of the company's products or services, information relating to promotional or other offers tied to the products or services, address of the company's Internet web site, a hyperlink to the company's Internet web site, and access to a switchboard of telephone operators able to take 5 orders for the products or services; and advertising information, namely, advertising media format, date of advertising for the products or services, approximate air time of advertising, names of publication showing the advertising, airing stations, and geographic location of the advertising, for transmittal via the first data network to and inclusion in the database.

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13. The telephone-based directory system of claim 9, where the voice/button caller interface at the telephone-based directory service is further configured to allow a user to frame a search request for a toll free telephone number and other information about a company or a product or service, by providing a media format of an advertisement, a date of the advertisement, and a geographic location where the advertisement was observed.

14. The telephone-based directory system of claim 13, where the voice/button caller interface at the telephone-based directory service is further configured to allow a user to frame a search request by providing an air time of an advertisement and an airing station of the advertisement.

15. The Internet-based directory system of claim 13, where the voice/button caller interface is further configured to allow a user to frame a search request by providing a name of a 20 publication showing the advertisement.

16. The voice/button caller interface of claim 13, where the voice/button caller interface is further configured to allow the caller to frame a narrower search request for a toll free telephone number or other information about a company or a product or service, by also providing one or more of the following: company name, nature of the product or service, and

5 whether the product or service is tied to a promotional or other offer.

17. A method of providing toll free telephone numbers and other company information via the Internet, comprising:

providing a first Internet web site having a first graphic user interface configured to allow company information, including a toll free telephone number, company name, company address, products or services, promotional or other offers tied to the products or services, Internet address of the company's web site, a hyperlink to the web site, and access to a switchboard of telephone operators able to take orders for the products or services; and advertising information, namely, media format of advertising for the products or services, date of the advertising, approximate air time of the advertising, names of publications showing the advertising, airing stations showing the advertising, and geographic location in which the advertising was shown, to be entered;

15 transmitting the entered company information and advertising information to a database via a first data network;

20 organizing the database to correlate the entered, transmitted company information to the entered, transmitted advertising information;

providing a second Internet web site having a second graphic user interface

configured to allow a search request for a toll free telephone number and other information about a company to be framed by entering the media format of advertising for products or services by the company, the date of the advertising, and the geographic location of the advertising;

5 transmitting the search request via a second data network to the database;

comparing the search request with the entered, transmitted advertising

information to find a match therebetween;

where a match is found, correlating the matched entered, transmitted advertising information with corresponding entered, transmitted company information;

accessing the corresponding entered, transmitted company information from the database; and

transmitting the corresponding entered, transmitted company information over the second data network to the second web site.

18. The method of claim 17, wherein the step of providing a second Internet web site includes allowing a search request to be framed by entering the approximate air time of advertising and the airing station of the advertising.

19. The method of claim 17, wherein the step of providing a second Internet web site further includes allowing a search request to be framed by entering the name of the publication showing the advertising.

20. A method of providing toll free telephone numbers and other company

information via a telephone-based directory service, comprising:

5 providing an Internet web site having a first graphic user interface configured to allow company information, including a toll free telephone number, company name, company address, products or services, promotional or other offers tied to the products or services, Internet address of the company's web site, a hyperlink to the web site, and access to a switchboard of telephone operators able to take orders for the products or services; and advertising information, namely, media format of advertising for the products or services, date of the advertising, approximate air time of the advertising, names of publications showing the advertising, airing stations showing the advertising, and geographic location in which the advertising was shown, to be entered;

10 transmitting the entered company information and advertising information to a database via a first data network;

15 organizing the database to correlate the entered, transmitted company information to the entered, transmitted advertising information;

20 providing a telephone-based directory service having a voice/button caller interface configured to allow a search request for a toll free telephone number and other information about a company to be framed by entering the media format of advertising for products or services by the company, the date of the advertising, and the geographic location of the advertising, in response to prompts from the interface;

25 transmitting the search request via a second data network to the database; comparing the search request with the entered, transmitted advertising information to find a match therebetween;

where a match is found, correlating the matched entered, transmitted advertising

information with corresponding entered, transmitted company information;
accessing the corresponding entered, transmitted company information from the
database; and
transmitting the corresponding entered, transmitted company information over the
second data network to the telephone-based directory service.

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21. The method of claim 20, wherein the step of providing a telephone-based
directory service further includes allowing a search request to be framed by providing the
approximate air time of the advertising and the airing station of the advertising.

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22. The method of claim 20, wherein the step of providing a telephone-based
directory service further includes allowing a search request to be framed by providing the name
of the publication showing the advertising.

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